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Tronixpro to Sponsor FIPS-M

Tronixpro to sponsor sea angling world governing body for the next three years

Leading UK based tackle company TronixFishing is delighted to announce it has agreed a sponsorship package with FIPS-M (*Fédération Internationale de Pêche Sportive – Mer*), the world governing body for sea angling. The deal will see the company's dedicated sea angling brand, Tronixpro become the main and exclusive tackle sponsor for the next three years.

The deal follows on from the successful sponsorship of the 2016 Tronixpro World Shore Angling Championships held in Ireland last November.

The sponsorship package will see the Tronixpro brand used throughout FIPS-M competitions including all World Championship events, the most prestigious sea angling tournaments in the world. The Tronixpro logo will appear on the FIPS-M website, competition banners and flags, results sheets as well as official bibs. Space will also be made available to showcase Tronixpro products at every World Championship event.

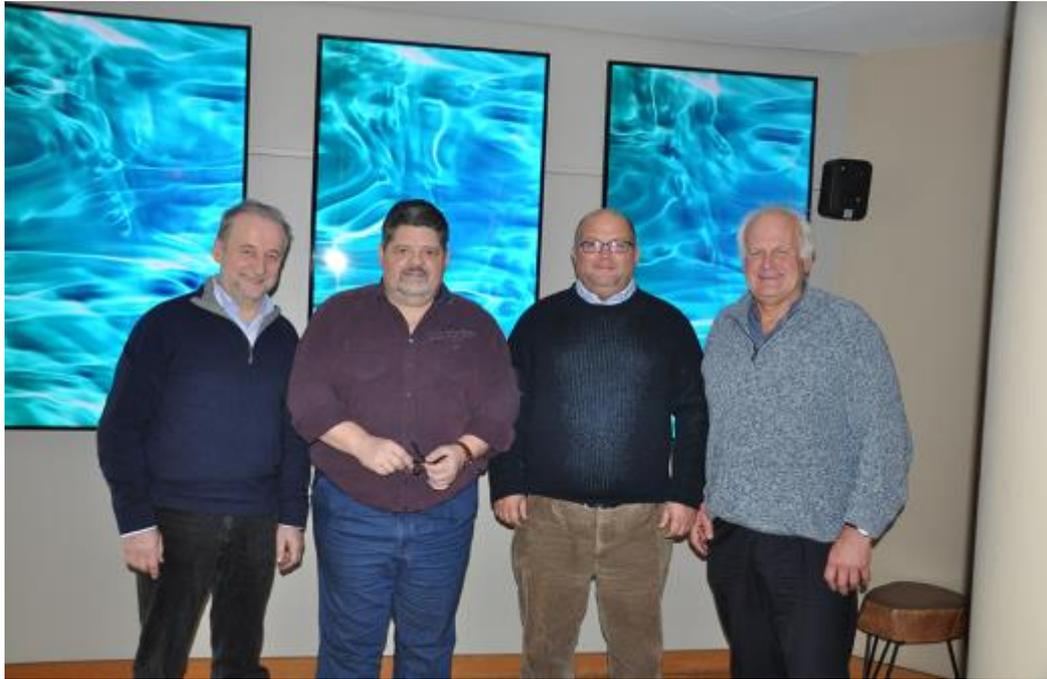
As a brand, Tronixpro is known throughout the UK for its dedication to investing in the future of sea angling, making it an accessible sport for all. At the heart of the package is an agreement to help the sea angling stars of the future. This will take the form of a subsidy which will reduce entry costs for Junior and Youth Internationals to compete at World Championship Events.

This gesture underlines the importance placed by Tronixpro and FIPS-M to encourage sea anglers of the future to compete at the very highest level.

Managing Director of TronixFishing, George Cunningham said “This new agreement between Tronixpro and FIPS-M is a real win win situation, not only do we gain exposure at the most prestigious sea angling competitions on the planet but we get to invest in youth angling where help is most important and needed. We are very happy with this arrangement and look forward to a long and successful relationship.”

Dr Hubert Waldheim, President of FIPS-M added “One of the most important aims of FIPS-M is to support the youth and to give them the chance to take part in international angling events and competitions to keep our angling sport alive. We are convinced that we have found with Tronixpro a partner that helps us to pursue our intention and we are looking forward to the collaboration. “

For more information, press requests and additional images, please don't hesitate to contact Mike Thrussell Jnr via email: mike@tronixfishing.com



Left to right: Gilbert Zangerlé (*Deputy General Secretary*), Hubert Waldheim (*President of FIPS-M*), George Cunningham (*Managing Director, TronixFishing*) and Chris Clark (*Shore Angling Technical Committee*)



Dr Hubert Waldheim, President of FIPS-M (left) and George Cunningham, Managing Director of TronixFishing.

About TronixFishing: TronixFishing is a wholesale fishing tackle supplier, providing shops throughout the UK with a wide range of fishing equipment brands from around the world, as well as their own respected fishing tackle brands – Tronixpro and HTO.

Founded in 2007 by experienced angler – George Cunningham, TronixFishing started life under the company's sea fishing brand – Tronixpro. Spotting a gap in the market for reasonably priced, useable sea fishing terminal tackle, the company has grown from one man in his garage, to distributing products throughout the UK, Ireland and parts of Europe.

Tronixpro still remains a highly successful sea fishing gear brand, whilst HTO is a UK Lure fishing brand for saltwater and freshwater predators. TronixFishing also distribute for several carefully selected global fishing brands, who provide products that are relevant to the type of fishing we do here in the UK.

